

Data-Driven Video Delivers Win-Win for Customers & Marketers

Conagra Brands Drives 200% Lift in Brand Metrics Through Customization



200%

overall lift in brand metrics



190%

average lift in engagement rate



32%

average lift in video completion rate



22

additional seconds of time earned

Goal

Conagra Brands understands that consumers are different—and thus purchase packaged foods for different reasons. In order to tailor messaging to be more relevant and emotional to target audience groups, they wanted to transform their messaging approach **from “one to all” to “one-to-one.”** That’s why they teamed up with Innovid to create a dynamic video campaign for PAM Cooking Spray that delivered personalized messages that would better resonate with audiences and begin Conagra Brands’ shift towards personalizing messages on all video campaigns.

Innovid Solution

Conagra Brands and its agencies, Spark Foundry and DDB, partnered with Innovid to build and deliver real-time personalized video experiences that included interactive recipes tailored to each of their target audience groups, across devices. These target audience groups included consumers looking for cooking solutions to either help them make healthy meals or consumers who want to cook or bake something impressive on the first try. In order to deliver hyper-relevant messages to these audiences, Conagra Brands also identified unique sub-segments inside these audiences, including exercisers, people who entertain frequently, and parents.

In addition to delivering interactive recipes tailored to the specific attributes of each viewer, Innovid further personalized the video experience based on device (desktop, mobile, and tablet) and day of the week. Powered by an integration with the brand’s data management platform, Salesforce DMP, Innovid was able to identify which audience segment each video viewer belonged to, and dynamically serve relevant creative rather than a more general, default message.

Outcome

Results showed that personalizing the video creative to specific target audiences generated better consumer engagement and higher video performance when compared to showing the same pre-roll video creative to all audience groups:

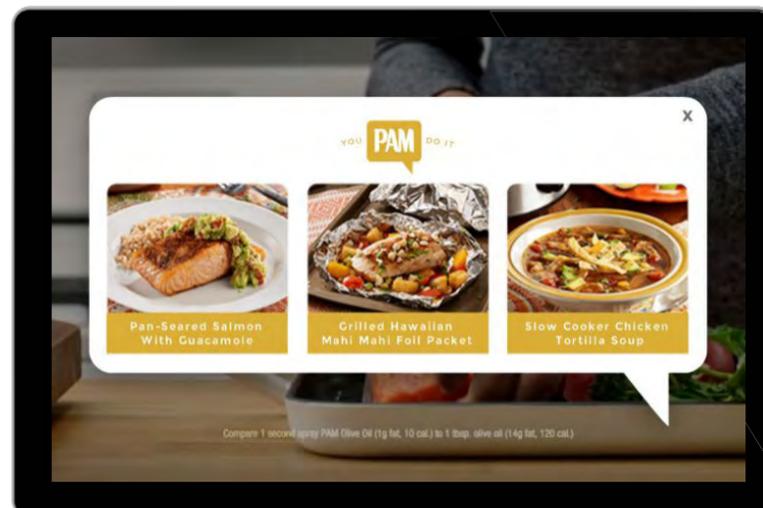
190% average lift in engagement rate*

32% average lift in video completion rate*

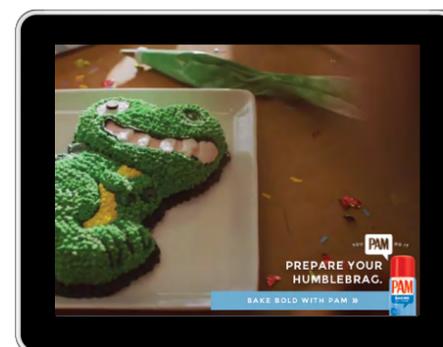
22 additional seconds of time earned with 15-second video creative*

In addition to higher performance overall, the personalized video creative also drove a **200% overall lift in brand metrics**, compared to the rest of Conagra Brands’ pre-roll videos running during the same time period, as measured by comScore**.

CUT CALORIES. NOT FLAVOR.



PREPARE YOUR HUMBLEBRAG.



EASY. FRESH. HEALTHY.



BAKE TO THRILL.

